

# **SEDONA VOLUNTEER PARK RANGERS**



## **9<sup>th</sup> Annual Report 2015**

City of Sedona  
Department of Parks & Recreation

**This document has been prepared at no cost to the City**

9<sup>th</sup> ANNUAL REPORT - 2015

## Sedona Volunteer Park Rangers

## INTRODUCTION

The City of Sedona Volunteer Park Ranger (SVPR) program was created in 2007 based on the National Park Service model of public service and the protection of our natural and historic resources. The program also focused on the City's Vision Statement goals of preserving Sedona's "natural beauty, scenic vistas, pristine environmental and cultural heritage" nurtured in a "spirit of volunteerism – that welcomes and accommodates all of its visitors and future residents with a spirit of fellowship."

**Rangers**

Bob Huggins  
 Judy Huggins  
 Marie Brown  
 Marilyn Thaden Dexter  
 Jerry Showalter  
 Ned Isom  
 Bill Ferguson  
 Mark DiNunzio  
 Kim Girard  
 Michele Zahner  
 Tom Lamkin  
 Lynn Sine

## PROGRAM GOALS

- Provide personnel support to the City's Department of Parks and Recreation (P&R) and support their activities.
- Provide a high standard of professional assistance and informational services to our visitors and residents.
- Provide personnel support at community events and maintain a trained and responsive group of volunteers prepared to respond to emergencies.

## Benefit to the City

During the 2015 calendar year, the SVPRs provided 1,619 hours of community service totaling 25,860 volunteer hours since the program began.

Based on the commonly accepted Bureau of Labor Statistics (2014) figure of \$23.07 per hour used by state and federal governments to calculate the monetary value of volunteers, the SVPR contributed \$37,350 in services to the City in 2015. This brings the total to \$383,156 since the program began while costing the city less than \$24,000 during that same period.



Visitor Services

But the real value may be found in the intangible benefits of having “City Ambassadors” greeting and assisting visitors on the street, making them feel welcome and creating an atmosphere that encourages them to return to Sedona.

### Cost to the City

The City budgeted \$3,000 for the SVPR program during the 2014/15 Fiscal Year. Those funds were used to cover the cost of uniforms, and printing informational brochures and Sedona Jr. Ranger sticker badges that are provided free to the public.

New Rangers are provided with a full summer and winter uniform. Because Rangers work exclusively outdoors in extreme weather conditions (especially summer) uniform items do outlive their usability and need to be periodically replaced. Every effort has been made to negotiate the lowest possible price from our U.S. based uniform provider and local merchants while maintaining a professional image that reflects Sedona’s pride.

Since the program began, no additional funds have been requested. All other costs including printer paper, toner, transportation, incidental uniform items, etc. were paid for by the Program Manager or the individual volunteer.

### Accomplishments

While our first priority is to provide support to the City’s P&R programs, the majority of our time is spent providing roving informational services and assistance to visitors in “Uptown” Sedona. Uniformed Rangers serve as a primary contact point for visitors in Uptown. They answer visitor’s questions, provide directions, serve as “City Ambassadors,” pose for pictures, provide first aid, serve as first responders to emergencies, report violations/hazards, pick up litter, check public restrooms, and serve as an immediate City contact for merchants and residents.



Rangers and CSA

Rangers also provide interpretive and education services to visitors and guided hikes to residents and youth. We continue to try and expand our educational outreach programs for residents and visitors.

During the 2015 calendar year, we also provided personnel to assist with the following events:

- Continued Increased coverage in Uptown during the MLK, Valentine’s Day, Presidents day, Memorial Day and Labor Day 3-day weekends
- Assisted the Chamber of Commerce with the Sedona Marathon



Visitor Services

- Assisted the Main Street Program with the Saint Patrick's Day Parade in Uptown
- Assisted with the Celebration of Spring (Easter Egg Hunt) at Posse Grounds Park
- Provided gate security and auditorium crowd control at the 4<sup>th</sup> of July Laser Light Show
- Provided Visitor Services during the National Day of the Cowboy in Uptown
- Staffed a recruitment booth at the National Night Out at the Posse Grounds
- Distributed pre-event flyers for Main Street announcing the St. Patrick's Day Parade, National Day of the Cowboy, Moonlight Madness in Uptown, Safe Trick or Treat, and Christmas Tree Lighting
- Assisted P&R with the Pumpkin Splash at the Community Pool
- Provided traffic and parking control for the Veteran's Day Celebration at Jordan Historical Park
- Provided support to the Breakfast with Santa event



**Celebration of Spring**



**Pumpkin Splash**



**Breakfast with Santa**

### **Additional Volunteer Support Donated to the Community**

In addition to their dedication to the SVPR program, all of the rangers individually donate hundreds of hours on their own to other community organizations such as Big Brothers Big Sisters, Sedona Film Festival, Chamber Music, National Forest Service, Kiwanis, Community Center, Sedona Library, Preventive Search & Rescue Team at Grand Canyon National Park, Sedona Humane Society, Hummingbird Festival, KSB Litter Lifters, Sedona Food Bank, Wine Festival, Elks Thanksgiving and Christmas Dinners, AZ Election Office, Yavapai County Foster Care Review Board and a variety of City task forces and former Commissions.

All of the members of the Sedona Park Rangers are truly dedicated to making a positive difference in our community. The SVPR have never requested an increase in funding since the program began.

### Recruitment

Little to no City funds are used for recruitment activities. Almost all new recruits have learned about the program through word-of-mouth or unsolicited newspaper and magazine articles.

### Program Administration

The SVPR Program Manager receives advice and direction from the Department of Parks and Recreation, but is solely responsible for the day-to-day operation and supervision of the program.

The SVPR Administrative Assistant researches and requisitions uniforms, first aid supplies, printed informational brochures and Junior Ranger stickers, submitting the requests to the Director of Parks and Recreation; and maintains a status of funds in tandem with the City. The SVPR Administrative Assistant also assists with preparing monthly schedules, maintains daily time and attendance, and submits monthly volunteer hour reports to the City.

No City Staff time, office space or equipment is programmed or dedicated to the administration of the program. The Sedona Volunteer Park Ranger Program remains a truly all-volunteer community effort.

### Personnel Management

All potential volunteers are interviewed by the SVPR Program Manager. Upon satisfactory completion of the interview, potential recruits are required to be finger printed, undergo a criminal background check and sign a work agreement before they are assigned to a “probationary non-uniformed status.” During that period, trainees are issued a briefing book and official *Policy Manual* that contains a mission statement, position description, code of ethics and uniform standards. They are also issued a “City of Sedona Volunteer Park Ranger Trainee” badge which allows them to receive supervised on-the-job training while interacting with the uniformed staff and public.

Upon satisfactory completion of the probationary period, trainees are issued a uniform and are required to participate in visitor services training provided by the USFS and Chamber of Commerce. They are also trained in basic EMS “first responder” and the use of the AEDs.



**Recruiting volunteers at  
National Night Out**



**Basic EMS / AED Training**



**Taking Down Community  
Holiday Tree**



## Current Staffing and Scheduling

Four of the 12 Rangers have been with the program since its beginning. During the 2015 calendar year we were able to meet all of the requests for rangers assistance at community and P&R events.

We are always reevaluating how to best utilize our limited Ranger resources. After nine successful years of operation, we have developed a fairly clear profile of maximum and minimum visitation periods, bus tour schedules and hourly traffic fluctuations.

Based on this information, we plan to continue 7 day a-week coverage throughout the year and adjust our schedules to provide maximum services to the greatest number of people.

While the Sedona Rangers do not receive a salary, we are certainly compensated with intangible benefits such as watching a child's face light up when they receive a "Sedona Jr. Ranger" badge; sharing in the excitement of a bus load of foreign visitors all wanting to get their pictures taken with a "Ranger;" a warm greeting of a returning visitor who remembered your name; or the resident who shakes your hand and says "thank you for what you do."

The Sedona Volunteer Park Rangers are proud to serve the City of Sedona and respectfully submit this 9<sup>th</sup> Annual Report.

Bob Huggins, Program Manager

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